MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2022/2023 (TERM ID 2210)

BMR3184 – SOCIAL MEDIA AND DIGITAL MARKETING

(All Sections / Groups)

18 FEBRUARY 2023
9.00am - 11.00am
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of 4 pages excluding the cover page with 4 questions.
2. Answer **ALL** questions. Distribution of marks for each question is given.
3. Please write your answers in the Answer Booklet provided.

SECTION A- CASE STUDY QUESTIONS [50 Marks]

Attempt Question 1 and 2 based on case stated below.

Senheng: From Shophouse to Powerhouse

The consumer electronics chain stores

Senheng Electric (KL) Sdn. Bhd. is one of the leading consumer electronics chain stores in the country. Senheng operates over 100 stores spread throughout Malaysia letting customers reaching them wherever they may be. Senheng are committed to provide customers with convenient and unique shopping experience, as well as, better value each and every time they shop at Senheng stores.

Our humble beginning

In 1989, the brothers K.H. Lim, K.C. Lim and K.Y. Lim established Senheng in a half-shoplot in Pandan Jaya. With only RM30,000 in stocks, the aim was to provide customers with a wide range of electronics relevant to their lives, coupled with knowledgeable and helpful service.

A growing reputation

Although the store was small, Senheng quickly gained a strong reputation for the quality of their products and the delivery services they provided, allowing the brothers to expand their operations quickly.

The largest in the land

By 1998, the Malaysia Book of Records had named Senheng the largest consumer electronics store in the country. By this time, Senheng was selling popular brands from across Asia, Europe and beyond, including Canon, KDK, National, Olympus, Sharp, Panasonic and Philips, quickly evolving to meet the growing digital needs of modern consumers.

Building a great brand

With its large footprint, Senheng was now a major employer and a well-recognized name within Peninsular Malaysia. To consolidate the progress that they had made, the Lim brothers then took important steps to grow the brand, engaging in comprehensive marketing activities, refining the in-store shopping experience and developing plans to supercharge their expansion.

Our values

Quality

- Our products are branded and from reputable suppliers with a high standard of quality control.
- Our customers can access various quality bathroom, bedroom, living room systems to kitchen appliances and electronics in our stores.
- We provide professional in-store and after-sales services, we ensure timely shipment of goods from warehouse to stores and to customers.
- We are a reliable organization with reaching 100 stores established nationwide
- We are fast and efficient to response
- We have a superb quality of services

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Peace of Mind

- All Senheng Sales Personnel underwent a stringent training programme to enhance service professionalism as well as product knowledge.
- We provide various care plans to take care of your products.
- Senheng has all-improved in-store looks, designs, and feel
- We provide One to One Replacement Programme or warranty extension options for all of our products
- 1-year extra warranty program

Convenience

- We provide a variety of electronic appliance from home to kitchen, from computer to smartphones. We are the one-stop consumer electronic center for you.
- Single-point-of-purchases, nationwide-services
- We practice flexi-payment as we have a different payment option for you to choose from.
- Multiple payment methods
- You can visit any store for after-sales services and repairs.
- You no longer need to carry your heavy product home by yourself as we provide free delivery to homes within 50km for our members and we will send your products to your doorstep.

Where we are today

In the present day, we have strengthened our position as Malaysia's leading consumer electronics retail brand, with over 100 stores nationwide. We have also consistently received accolades for our brand building exercises from organizations including the SOBA Awards, the Putra Brand Awards, Reader's Digest, the BrandLaureate, the Malaysia Retail Chain Association and the Chinese Chamber of Commerce and Industry of KL & Selangor.

Inspired everyday by our promise to be Different... Truly Different, our journey is only just beginning!

"Senheng is today a trusted name that brings joy, entertainment, and convenience to many households. We seek to continuously elevate our customers' satisfaction and deliver the best retail electronics shopping experience!"

– K.H, K.C & K.Y Lim, Founders of Senheng

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QUESTION 1

Given the situation that Senheng has the vision to be the first consumer electronics store that is fully digital end-to-end, kindly advise the Lim Brothers on how their digital marketing can be delivered based on the 5S objectives:

a) Sell (5 marks)

b) Serve (5 marks)

c) Speak (5 marks)

d) Save (5 marks)

e) Sizzle (5 marks)

(Total: 25 marks)

QUESTION 2

Senheng intends to enhance product value using the concept of "Extended Product".

a) Advise how the sales in both Senheng's physical and digital stores can be aided online through the ROPO's "research online purchase online" and "research online purchase offline"? (10 marks)

b) Discuss how digital marketing can assist Senheng's expansion via: the market penetration strategy, the market development strategy, and the product development strategy. (15 marks)

(Total: 25 marks)

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SECTION B- STRUCTURED QUESTIONS [50 Marks]
Attempt all questions in this section.

QUESTION 3

Digital models describe the process by which business is conducted between an organization, its customers, suppliers, distributors and other stakeholders. As consumers develop new patterns of media consumption and product selection, managers constantly need to review how going 'digital' can change existing models and offer new models that can deliver competitive advantage.

a) In referring to the Ladder of Engagement Theory, discuss how an online seller can engage customers by asking for product rating and review. (5 marks)

b) Discuss how consumers go through the stages of problem recognition, information search, evaluation, decision, and action (purchase) for high-involvement purchases on the internet. (20 marks)

(Total: 25 marks)

QUESTION 4

Good e-marketers are aware of how the messages are processed by the customer and of the corresponding steps we can take to ensure the correct message is received. Discuss Hofacker's five stages of on-site information processing:

a) Exposure (5 marks)

b) Attention (5 marks)

c) Comprehension and perception (5 marks)

d) Yielding and acceptance (5 marks)

e) Retention (5 marks)

(Total: 25 marks)

End of Paper.